



Agenda – Visit the Santa Ynez Valley Board Meeting – January 13, 2022 9:00 a.m., Zoom

9:00 a.m. Call to order and reordering of agenda (if necessary), Linda Johansen
Public comment on non-agenda items – limited to three minutes
Room Introductions – Linda Johansen

ACTION ITEM: Approval of the minutes of the December 9, 2021 board meeting

ACTION ITEM: Ratify Dave Moser to the Board of Directors, Member At Large

Financial report – Jim Flagg

- Review of current financials

Staff Report, to include:

- COVID-19 Update
- DiscoverSYV filming underway
- Membership appreciation reception recap
- 3rd qtr report
- 2022 Destination Guide
 - Launch Date pushed back due to staffing at printers
- Restaurant Weeks 2022 update
- Sunset & TasteSYV Opportunity update
- Membership renewals update
- Midweek Promotion launched
- STR Reports update
- State of the Industry Event, Orange County
 - Shelby to speak at a panel, January 24th
- Visit California Outlook Forum
 - February 14 – 16th, San Francisco
- Activity Report for month of December

ACTION ITEM: Approve Verdin Marketing Contract

- Social media services for 2022, includes development of monthly social media content calendars, scheduling of posts, shared monitoring and engagement with audiences with VSYV; \$24,000

Marketing Update – Danielle Laudon Ruse

- December review of media approach, website updates, ad campaigns, SEO and web trends

Old Business & New Business

Board comments

The next board meeting will be held February 10, 2022, 9:00 a.m., location TBD

Adjournment